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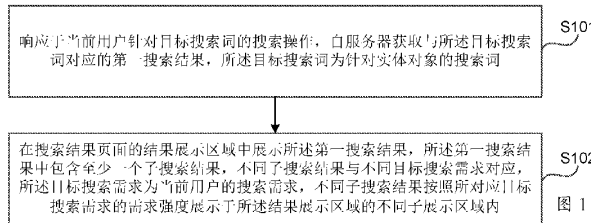
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(54) **Title:** ENTITY SEARCH RESULT DISPLAY METHOD, GENERATION METHOD, APPARATUS, DEVICE AND MEDIUM

(54) 发明名称: 实体搜索结果的展示方法、生成方法、装置、设备和介质



S101 In response to a search operation of a current user for a target search word, acquire from a server a first search result corresponding to the target search word, the target search word being a search word in respect of an entity object
S102 Display the first search result in a result display area of a search result page, the first search result comprising at least one sub-search result, different sub-search results corresponding to different target search demands, the target search demands being search demands of the current user, and different sub-search results being displayed in different sub-display areas of the result display area on the basis of the demand intensities of the corresponding target search demands

(57) **Abstract:** Provided in the embodiments of the present disclosure are an entity search result display method, a generation method, an apparatus, a device and a medium. The entity search result display method comprises: in response to a search operation of a current user for a target search word, acquiring from a server a first search result corresponding to the target search word, the target search word being a search word in respect of an entity object; displaying the first search result in a result display area of a search result page, the first search result comprising at least one sub-search result, different sub-search results corresponding to different target search demands, the target search demands being search demands of the current user, and different sub-search results being displayed in different sub-display areas of the result display area on the basis of the demand intensities of the corresponding target search demands. By using the technical solution, the embodiments of the present disclosure can improve the accuracy and practicability of displayed search results.

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本国际公布:

— 包括国际检索报告(条约第21条(3))。

(57) 摘要: 本公开实施例提供了一种实体搜索结果的展示方法、生成方法、装置、设备和介质。该实体搜索结果的展示方法包括: 响应于当前用户针对目标搜索词的搜索操作, 自服务器获取与所述目标搜索词对应的第一搜索结果, 所述目标搜索词为针对实体对象的搜索词; 在搜索结果页面的结果展示区域中展示所述第一搜索结果, 所述第一搜索结果中包含至少一个子搜索结果, 不同子搜索结果与不同目标搜索需求对应, 所述目标搜索需求为当前用户的搜索需求, 不同子搜索结果按照所对应目标搜索需求的需求强度展示于所述结果展示区域的不同子展示区域内。本公开实施例通过采用上述技术方案, 能够提高所展示搜索结果的准确性与实用性。